

NATIONAL ANZAC CENTRE — BRAND MARK

Statement by Minister for Veterans

MR J.M. FRANCIS (Jandakot — Minister for Veterans) [9.08 am]: On Tuesday I accompanied the federal Minister for Veterans' Affairs, Senator Hon Michael Ronaldson, to the National Anzac Centre in Albany to mark the unveiling of the centre's brand mark. Designed by WA-based Block Branding, the brand mark represents the formation of a unified Anzac spirit forged through Australia's and New Zealand's joint effort and sacrifice as a combined army corps in World War I. The nine points of the star represent New Zealand and the eight states and territories of Australia. The continuous intertwined line represents the enduring nature of the Anzac story and the lasting legacy of our servicemen's and women's efforts in forging our national identity. The colour palette of the brand mark signifies the colours of the military battlefield—the uniforms, the cliffs, Gallipoli cove—and of the waters of King George Sound and the coastal saltbush and weathered granite of Albany, which was the point of departure and, for many, the last sight of Australia.

Albany played a key part in the Anzac story, so it is appropriate that the city will play a leading role in centenary commemorations. It was from Albany that thousands of Australian and New Zealand troops departed for Egypt and then Turkey in 1914. For many, it was the last time they would see Australian soil, with more than 60 000 men killed during that war. In recognition of this significant role played by Albany, the state government is working very closely with the commonwealth government, the Returned and Services League of Australia WA branch and the City of Albany on a program of events to mark the Anzac centenary between 2014 and 2018. So far, the state has committed more than \$9 million towards the commemoration of the centenary in Albany. A significant component of this allocation is the major upgrade of the Padre White lookout on Mt Clarence, which the state is funding, and the National Anzac Centre being built at Mt Adelaide, funded by both the commonwealth and state governments. Planning is well underway for a program of events to support the official commemorative events in Albany from Friday, 31 October to Sunday, 2 November, and the state government will continue to update the house on this program throughout the year.